



Meeting Summary

Education Committee

11/18/2014

NC 911 Board Office

3514 Bush St

Raleigh, NC

2:30 PM-4:30 PM

<u>Members Present</u>	<u>Staff Present</u>	<u>Guest</u>
Margie Fry, Chair		
Del Hall (phone)	Richard Bradford	
	Dave Corn	
Heather Joyner (phone)	David Dodd	
Lora Nock (phone)	Marsha Tapler	
Jeff Shipp	Richard Taylor	
Brian Short		
Jimmy Stewart		
Rick Thomas		
<u>Members Absent</u>	<u>Staff Absent</u>	
Judy Jenkins	Tina Bone	
Laura Sykora		

Margie Fry called the meeting to order at 2:35 PM. David Dodd called the roll. Margie welcomed everyone to the meeting, and recognized the new Committee members; Del Hall from Stokes County, Heather Joyner from Halifax County, and Brian Short from Vance County. Judy Jenkins is also new to the Education Committee but was not able to participate due to a last minute conflict.

Richard Taylor gave an update on the radio PSA project. David Lawrence from Curtis Media would like to give another presentation to the Committee if the interest is there. The Committee likes the idea of spots that recognize telecommunicators who do an outstanding job in all regions. This helps to get the word out about 911, as well as recognizing those that go above and beyond. Will have to be careful with the advertising campaign, the supply of funding is not unlimited. Lora likes the recognition part of the plan, and Margie thinks this can help instill confidence in the public when

dialing 911. Rick Thomas is a bit concerned about Cutis Media's target audience. He doesn't think many people listen to AM and talk radio. Margie asked Richard Taylor to contact other media outlets such as Clear Channel to see what they have to offer. Rick Thomas is going to look at other advertising options such as You Tube and other social media. Tina has created FaceBook and Twitter pages for the 911 Board. Jimmy Stewart asked what other advertising options might be available? Richard Taylor suggested Margie might see what options might be available on Time Warner Cable's News 14 Carolina channel.

Next was a discussion of the Education Committee's goals for 2015. This discussion centered around notes taken during the PSAP Managers meeting earlier this month. Margie stated there is a clear need for a newsletter for PSAP managers. There was also a request for flyers and educational materials to give out at local schools. Jeff Shipp asked if the Board could create a grant program for public education? Richard said the cost of such materials was not an eligible expense for the PSAPs, but was something that was defined in the Board's duties. The Board could use the Administrative Funds to create and pay for educational materials and provide them to the PSAPs. These type materials could be used in conjunction with already recognized periods such as Emergency Preparedness in April, or National Fire Prevention in October. It was suggested the Board might focus on one specific topic, such as "Know Your Location." There was also a discussion as to how to package resources and the need for a resource link for education materials on the Board website.

It was mentioned that messages could be possibly be posted on NC DOT electronic message boards on the highways. Lora Nock is to check on this. Someone also suggested the idea of scoreboard advertising at major sporting events. Rick Thomas is going to look into this. Someone also suggested trying to coordinate message deliveries to the public with Emergency Management. Brian Short said he knew the State EM Public Information Officer, and would contact her to see what could be worked out.